What is claimed is:

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- A method of printing time sensitive documents, the method of printing comprising: receiving an intended delivery location with each of a plurality of documents; determining a time required to deliver each document to the intended delivery location;
 determining a desired date of receipt; and printing each document to allow for the time required to deliver each document on the desired date of receipt.
- 2. The method of printing of claim 1 wherein further comprising:
 10 obtaining shipping data for each document; and printing a shipping label for each document in-line with each document.
 - 3. The method of claim 2 further comprising stapling a shipping label to the document.
 - 4. The method of claim 1 further comprising shipping each document.
 - 5. A method for distributing time-sensitive documents, comprising: receiving shipping data from a customer, the shipping data having a plurality of records, each of the plurality of records including at least a recipient field, a recipient address field, a recipient zip code field, and at least one variable recipient field to be used to for customizing a document in a manner independent of recipient name, recipient address, and recipient zip code;

determining a carrier service level for each record;

- 25 receiving an intended delivery time associated with each record;
 - determining an intended time of shipment for documents associated with each record based on the carrier service level for each record and the intended delivery time associated with each record;

prioritizing the plurality of records based on the intended time of shipment;

30 printing a customized document incorporating customized information based on the at least one variable recipient field for each record; shipping the customized document at the intended time of shipment using the associated carrier service level;

the printing and shipping occurring consecutively and without delay such that shipping occurs immediately after printing.

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- 6. The method of claim 5 further comprising printing a shipping label associated with each customized document inline with each customized document such that each shipping label and associated customized document are readily physically associated.
- 7. The method of claim 6 wherein the shipping label associated with each document is secured to the customized document.
 - 8. The method of claim 7 wherein a staple is used to secure the shipping label to the customized document.

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- 9. The method of claim 5 wherein the intended delivery time is a particular date.
- 10. The method of claim 5 wherein the shipping data is from a text file.
- 20 11. The method of claim 5 wherein the shipping data is from a database file.